

## AMENDMENT OF THE CLAIMS

Please cancel claims 367-382 without prejudice or disclaimer, and add new Claims 399-404 as follows:

Claims 1-398 (canceled)

Claim 399 (new): An Internet-based consumer service marketing communication system which enables a service-provider and its agents to carryout service-related marketing communication with consumer on the World Wide Web (WWW), said system comprising:

an Internet-enabled database server, operably connected to the infrastructure of the Internet, and including a centralized RDBMS, for storing USN/SM/SD/URL links relating to each consumer service registered with said centralized RDBMS and being provided by the service-provider in commerce,

wherein a plurality of consumer services are registered within said central RDBMS server, and

wherein the term USN designates the Universal Service Number (USN) identifying a particular consumer service,

wherein the term SM designates the Servicemark assigned to the USN-identified consumer service,

wherein the term SD designates the Service Descriptor assigned to the USN-identified consumer service, and

wherein the term URL designates the Universal Resource Locator (URL) specifying the location of a particular information resource stored within said centralized RDBMS and associated with the USN-identified consumer service;

a first Internet-enabled subsystem, operably connected to the Internet, for enabling the service-provider's marketing manager and/or its agent to manage said plurality of USN/SM/SD/URL links and said information resources within said centralized RDBMS, so that said plurality of USN/SM/SD/URL links and said information resources create a desired brand image for each of said plurality of consumer services; and

a second Internet-enabled subsystem, operably connected to the Internet, for enabling said marketing manager and/or its agent to create and deploy a multi-mode virtual kiosk (MMVK) for each consumer service registered within said centralized RDBMS,

wherein each said multi-mode virtual kiosk has an advertising spot display mode for displaying one or more advertising spots, a promotional spot display mode for displaying one or more promotional spots, and a consumer service information menu display mode for displaying a plurality of information links to a plurality of said information resources associated with said USN-identified consumer service;

wherein each said multi-mode virtual kiosk comprises (i) a USN-encoded Servlet executable on an Internet-enabled information server and also (ii) a tag that can be installed within a HTML-encoded document that can be displayed on a Internet-enabled client computer;

wherein, when a consumer clicks on said tag, (i) said USN-encoded Servlet is automatically executed and said multi-mode virtual kiosk is automatically launched from said HTML-encoded document and displayed in an independent browser window displayed on said Internet-enabled client computer, and (ii) or more of said plurality of information resources stored in said central RDBMS and associated with said USN-identified service are displayed within one or more of the display modes of said multi-mode virtual kiosk so as to enable the consumer to provide the consumer with a brand experience and acquire knowledge about said USN-identified consumer service.

Claim 400 (new): The Internet-based consumer service marketing communication system of claim 399, wherein said tag is embedded within an HTML-encoded document located at Web-based location selected from the group selected from an electronic commerce (EC) based retail store, an EC based retail catalog, an on-line auction site, and an Internet service advertisement.

Claim 401 (new): The Internet-based consumer marketing communication system of claim 399, wherein said HTML-encoded document is served from a second Internet-based information server operably connected to said information network.

Claim 402 (new): The Internet-based consumer service marketing communication system of claim 399, wherein said second subsystem comprises means for automatically generating, for

each USN-identified consumer service, (i) said Servlet which is loaded onto said Internet-enabled information server, and (ii) the corresponding tag which is loaded within a Web-enabled information Server for viewing and downloading said tag by said marketing manager, its agents as well as others, and subsequent embedment into the HTML-fabric of the World Wide Web (WWW).

Claim 403 (new): The Internet-based consumer service communication system of claim 399, wherein said HTML-encoded document is selected from the group consisting of a service image, a service-related document, and a service advertisement.

Claim 404 (new): The Internet-based consumer service marketing communication system of claim 399, wherein each said Servlet is realized as a Java programming language.